

# R. J. REYNOLDS

Tobacco Company

R. C. Farmer  
Regional Sales Manager

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Mr. E. M. McAtee

Dear Ed:

Listed below you will find a write-up relative to the success CAM B. A. Cook has had with "Dirt" racing program in upstate New York in 1993. I would like to see this write-up featured in the next issue of The Merchandiser.

In 1992, CAM Cook, identified an opportunity in upstate New York, revolving around 18 Dirt Tracks and worked nights and weekends to develop a program to capitalize on these opportunities. In 1993, he continued his efforts with the results listed below:

- 23 Chains with over 1000 stores featured RJR promotions with tie-ins to 18 tracks, featuring RJR exclusive distribution and advertising.
- Winston Simulator used for 20 days to promote Winston racing.
- Cooperative Buy downs sold to chains using the simulator to reduce RJR cost.
- Free Dirt tickets secured and used as promotions at no cost to RJR.
- RJR SOM at 18 tracks went from 20% to 100%.
- Over 586 cases sold to support track distribution and promotions.

Bruce has successfully leveraged the Winston Brand name with both key customers and consumers in upstate New York and throughout the N.E.

Sincerely,

  
R. C. Farmer

Attachment  
RCF:am

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